

## Message Text

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43

ACTION EUR-12

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TAGS: BEXP IT

SUBJ: NOVEMBER SHOW FINAL REPORT

REF: STATE A-6316 OF AUGUST 9

1. PROCESS CONTROL INSTRUMENTATION & EQUIPMENT EXHIBITION
2. ISTE MILAN, NOVEMBER 13-19, 1974
3. TWENTY-THREE EXHIBITORS
4. SALES DURING SHOW: \$206,800
5. SALES PROJECTED DURING NEXT 12 MONTHS:
  - A) NTM - \$1,555,000
  - B) OTM - \$2,264,000
6. SIX EXHIBITORS SOUGHT EXREPS
7. FIVE EXREPS APPOINTED DURING SHOW, ONE LICENSE AGREEMENT SIGNED.
8. FIFTEEN ADDITIONAL EXREPS AND ONE MORE LICENSE AGREEMENT EXPECTED TO BE SIGNED DURING THE NEXT TWELVE MONTHS.
9. N/A
10. TOTAL 2603 REGISTERED VISITORS OF WHOM ONE HUNDRED THIRTEEN WERE NON-ITALIAN.
11. A) ANADDEX INSTRUMENTS, INC., VAN NUYS, CAL., NTM. EXHIBITING DIGITAL PRINTERS AND COUNTER AND ALPHA NUMERIC PRINTERS, EXPECTS SALES OF \$150,000 DURING NEXT TWELVE MONTHS. SIGNED REPRESENTATION AGREEMENT FOR ITALY AS WELL AS PENE-TRATING FRANCE AND SPAIN FOR FIRST TIME. MR. M.S. HAYWORTH

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EUROPEAN MARKETING MANAGER WROTE: "A VERY SUCCESSFUL SHOW

WELL ORGANIZED AND EFFECTIVELY PROMOTED." CLEARED

B) NATIONAL WIRE & CABLE CORP., LOS ANGELES, CAL., NTM. EXHIBITING ELECTRONIC CABLE EXPECTS SALES OF \$70,000 DURING NEXT TWELVE MONTHS. WITH PRIME PURPOSE OF ESTABLISHING REPRESENTATIVES, EXPECTS TO SIGN FOUR REPRESENTATIVE AGREEMENTS IN ITALY, SWITZERLAND AND ENGLAND DURING NEXT TWELVE MONTHS. PREVIOUSLY, SELLING ONLY IN GERMANY NOW SEES EXCELLENT PROSPECTS IN EUROPE GENERALLY. MR. A. EVANGELISTA, SALES MANAGER WROTE: "WE FEEL THE SHOW WAS VERY WELL RUN AND WAS MORE HELPFUL THAN WE EXPECTED IT TO BE. WE LEARNED THAT WE HAVE A PLACE IN THIS MARKET, WHERE PREVIOUSLY WE DID NOT THINK SO." CLEARED

C) NON LINEAR SYSTEMS, INC., SOLANA BEACH, CAL., NTM. EXHIBITING AUTOMATIC DATA ACQUISITION SYSTEMS SOLD \$50,000 OFF THE FLOOR AND EXPECTS \$100,000 ADDITIONAL SALES DURING NEXT TWELVE MONTHS. SIGNED ONE LICENSE AGREEMENT DURING SHOW. MR. A.M. JANSSEN, EXPORT MANAGER WROTE: "QUALITY OF SHOW AND VISITORS VERY GOOD; COOPERATION OF USTC PERSONNEL EXCELLENT." CLEARED 12. THIS EXHIBITION STATISTICALLY SHOWING ONLY 23 PARTICIPANTS, DID IN FACT, PROMOTE THE PRODUCTS OF 44 U.S. EXHIBITORS WHICH WERE BEING REPRESENTED IN A NUMBER OF MULTIPLE COMPANY BOOTHS. PRODUCTS OF 16 OF 44 PARTICIPANTS WERE NEW TO THE ITALIAN MARKET AND REPRESENTED A GOOD SAMPLING OF PROCESS INSTRUMENTS, COMPUTERS AND MEASURING APPARATUS. SHOW WAS PROMOTED TO OVER 10,000 BUYERS RANGING FROM FOOD PROCESSORS TO ELECTRONIC AND METALLURGICAL MANUFACTURERS. PROMOTION CAMPAIGN AND SHOW PLANNING WAS CLOSELY TIED TO THE BIENNIAL INTERNATIONAL PROCESS CONTROL EXHIBITION BIAS AND THUS BENEFITED GREATLY BY RECEIVING MORE THAN HALF OF 2603 REGISTERED VISITORS THROUGH THE BIAS EXHIBITION. NTM FIRMS ACTIVELY SEEKING REPRESENTATION EXPRESSED COMPLETE SATISFACTION OBTAINING 76 SALES REPRESENTATION LEADS, SIGNING FIVE AGREEMENTS DURING EXHIBITION AND EXPECTING TO SIGN 15 MORE AGREEMENTS FOR REPRESENTATION IN NOT ONLY ITALY BUT ALSO BELGIUM, SWITZERLAND, HOLLAND AND SPAIN. WITH ITALIAN ECONOMY PRESENTLY IN ONE OF ITS WORST STATES SINCE WW II ALL EXHIBITORS WERE CAUTIOUS IN PROJECTING SALES BUT ALL HELD OPTIMISTIC HOPES FOR MARKET AND FUTURE POTENTIALS.FINA

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